

PARAMOUNT ANNIVERSARY

If it's a Paramount Picture it's the best show in town

PARAMOUNT'S 10th ANNIVERSARY

The Tenth Birthday of the World's Greatest Photoplays
Paramount Pictures

will be celebrated every day of March in every town of the United States.

Every day brings renewed gratitude for motion pictures.

You know by instinct that you were not made for only the dull routine of workaday life. You deserve a life spiced by adventure and romance!

And Paramount knows it!

Paramount knew it in 1912 when it made the first feature picture—and Paramount has made the vast majority of the best feature pictures every year since!

The Name Paramount Stands for Whatever Is Best in Motion Pictures

The history of Paramount is the history of motion pictures—all the way from the day when Adolph Zukor started the world by starring "the divine Sarah Bernhardt" in "Queen Elizabeth," and Jesse L. Lasky and Cecil B. De Mille made "The Squaw Man"—up to such successes of today as Cecil B. De Mille's "Fool's Paradise," Gloria Swanson in "Her Husband's Trademark," and Wallace Reid in "The World's Champion."

What does it mean that more than half the theatres in the country (the best in every community) are full every day with happy people enjoying Paramount Pictures?

It means that Famous Players-Lasky Corporation with Paramount Pictures, have, in ten years, changed the screen from a one and two reel flickering stunt to the nation's entertainment and a great modern art.

That's why this tenth birthday is worth celebrating!

You are going to enjoy it if the Paramount Showmen in your town and every town have their way!

There will be something happening all the time in the way of stimulating Paramount entertainment.

Enjoy Paramount's Birthday at Your Theatre!

Something to see, something to feel, something to intoxicate you with the joy of life, the sharpest shocks of drama, the honeyed sweets of love, the ringing laughter of the spirit of Comedy!

All this in more than 11,000 theatres.

That's Paramount and that's Paramount's anniversary!

Here are a few of the wonderfully successful pictures of the last few years—all Paramount!—just a handful chosen from hundreds.

Sarah Bernhardt in "Queen Elizabeth"

Mary Pickford in "Tess of the Storm Country"

John Barrymore in "Are You a Mason?"

Geraldine Farrar in "Carmen"

"The Cheat"

Marguerite Clark in "Miss George Washington"

Maeterlinck's "The Blue Bird"

Cecil B. De Mille's "Don't Change Your Husband"

"The Affairs of Anatol," "Male and Female"

George Loane Tucker's "The Miracle Man"

"The Woman Thou Gavest Me"

Wallace Reid in "The Valley of the Giants"

Thos. Ince's "Twenty-three and a Half Hours Leave"

Lionel Barrymore in "The Copperhead"

George Fitzmaurice's "On With the Dance"

Wm. D. Taylor's "Huckleberry Finn"

John Barrymore in "Dr. Jekyll & Mr. Hyde"

Wm. S. Hart in "The Toll Gate"

Cosmopolitan's "Humoresque"

George Melford's "Behold My Wife"

Thomas Meighan in "The City of Silent Men"

John S. Robertson's "Sentimental Tommy"

Cosmopolitan's "The Inside of the Cup"

Elsie Ferguson in "Footlights"

George Melford's "The Sheik"

Cosmopolitan's "Get-Rich-Quick Wallingford"

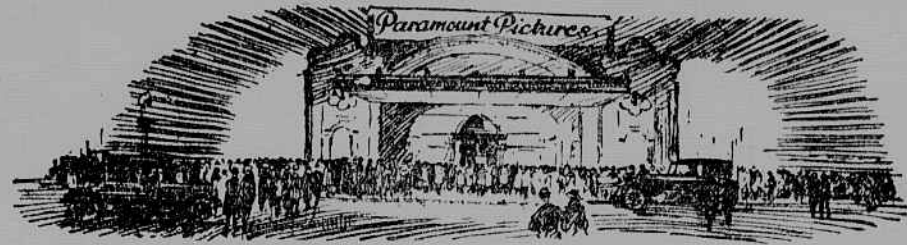
Betty Compson in "The Little Minister"

Win. de Mille's "Miss Lulu Bett"

Gloria Swanson in "The Great Moment"

Paramount's anniversary gives you the chance to see a lot of great new Paramount Pictures and also a lot that you have missed.

Check up the list of photoplays being shown this week in local theatres, as announced in the big space alongside—and go! Paramount's anniversary means a great time for you!



THESE THEATRES JOIN IN PARAMOUNT'S 10th ANNIVERSARY CELEBRATION

Rialto Theatre "The Mistress of the World"

Borough of Manhattan and Bronx

Theatre Address
Apollo, 180th St.
Academy, Houston St.
Amphion, 620 9th Ave.
Arch, 3d Ave.
Arena, 8625 8th Ave.
Adelphi, 2409 Broadway
Atlantic, 116th St.
Belmont, 177th and Arthur Ave.
Bronx Star, 3873 3d Ave.
Bronx Strand, 827 Westchester Ave.
Claremont, 3338 Broadway
Classic, 181st St.
Coleman's, 845 Westchester Ave.
Colonial, 48 Willis Ave.
Concourse, 6216 E. Fordham Rd.
Crescent, 1175 Boston Rd.
Carmine, 21 Carmine St.
Casino Playhouse, 144 2d Ave.
Central, 771 9th Ave.
Drury Lane, 167th St.
Eldorado, 1297 Wilkins Ave.
Elkwood, 1516 Southern Blvd.
Empire, 864 Westchester Ave.
Eagle and Photo, 1852 3d Ave.
Fox, Audubon, 3948 Broadway
Fox's Washington, 1803 Amsterdam Ave.
Fox's Star, 1716 Lexington Ave.
Pay's McKinley Sq., 1317 Boston Rd.
Florence, 77 E. Broadway
Garden, Tremont Ave.
Gem, 8th Ave.
Grand, Grand St.
Globe, 3d Ave.
Heights, 181st St.
Harlem, 5th Ave.
Joyland, 2078 3d Ave.
Keith's Fordham, Fordham Rd. and Valentin Ave.
Keith's 81st St., 81st and Broadway
Keystone, 2633 Broadway
Loew's Boulevard, 1032 Southern Blvd.
Loew's Burland, 965 Prospect Ave.
Loew's National, 558 Bergen Ave.
Loew's Rio, Broadway and 159th St.
Loew's Spooner, 963 Southern Blvd.
Loew's Victoria, 233 W. 135th St.
Loew's American, 260 W. 42d St.
Loew's Avenue B, 32 Avenue B
Loew's Delancey, 140 Delancey St.
Loew's 42d St., 132 E. 42d St.
Loew's Greeley Sq., 111 W. 30th St.
Loew's Circle, 1827 Broadway
Loew's 83d St., 83d and Broadway
Loew's 86th St., 86th and Broadway
Loew's Lincoln, 1947 Broadway
Loew's New York, 1520 Broadway
Loew's Orpheum, 168 E. 86th St.
Loew's 116th St., 132 W. 116th St.
Loew's State, 44th St. and Broadway
Loew's 7th Ave., 124th and 7th Ave.
Loew's Victory, 155th St. and 3d Ave.
Lyric, 180th St.
Lyric, 23d St.
Manhattan, Forsyth St.
Melrose, 541 W. 165th St.
Manhattan, 109th St.
Metropolis, 3644 3d Ave.
Morris Park Palace, 667 Morris Park Ave.
Moss Coliseum, 181st and Broadway
Moss Dryclean, 552 W. 20th St.
Moss Jefferson, 214 E. 14th St.
Moss Regent, 116th and 7th Ave.
M. & S. Waco, Rivington St.
New Douglas, 652 Lenox
New 14th St., 235 E. 14th St.
New Strand, 78 E. Broadway
North Star, 1250 5th Ave.
Orient, 111 W. 125th St.
Orpheum, 22d Ave.
Olympia, 107th St.
103d St., 103d and Broadway
Palace & Annex, 176th St. and St. Nicholas
Peerless, 138th St.
Pershing, 128th St.
Pastime, 8th Ave.
Proctor's 23d St., 23d St.
Pastime, 54th St. and 2d Ave.
Plaza, 59th St.
Proctor's 58th St., 58th St.
Proctor's 125th St., 125th St.
Parkwest, 103 W. 99th St.
Renaissance, 137th St.
Regun, 116th St.
Rose, 182d W. 102d St.
Rutgers, 39 Rutgers St.
Schuyler, 251 W. 82d St.
Stadium, 119th St.
Symphony, 2531 Broadway
S. & A., 125th St.
Screen, 149th St.
Select, Williamsbridge Rd.
Savoy, 34th St.
Sheridan, 12th St. and Greenwich
Stanley, 7th Ave.
Star, 136th St.
Sunshine, Houston St.
Superior, 31st St.

Criterion Theatre "The Loves of Pharaoh"

Borough of Manhattan and Bronx

Theatre Address
72d St. Playhouse, 346 E. 72d St.
34th St., 162 E. 34th St.
77th St., 77th St. and Broadway
Tivoli, 623 8th Ave.
Universal, Bowery
Venice, 209 Park Row
Village, 8th Ave.
Victory, 107th St. and 3d Ave.
Webster, 167th St.
West End, 125th St.
Wonderland, 2952 3d Ave.
Winter Garden, 158 E. 86th St.
Yorkville Hippo, 1499 1st Ave.
Borough of Brooklyn
Alhambra, 1266 Halsey St.
Alhambra, 214 5th Ave.
American, 92d St. and Flatland Ave.
American, 910 Manhattan Ave.
Amphion, 437 Bedford Ave.
Atlantic, 2646 Atlantic Ave.
Avon, 289 9th Ave.
Blake, 838 Blake Ave.
Bunny, 314 Flatbush Ave.
Capitol, Saratoga Ave.
Carlton, 290 Flatbush Ave.
Century, Nostrand Ave. and Robinson St.
Classic, 180 Tompkins Ave.
Coliseum, 52d St.
Colonial, 1746 Broadway
Colonial, 7415 5th Ave.
Cortelyou, E. 16th St. and Cortelyou Rd.
Crystal Palace, 148 Greenpoint Ave.
Cumberland Theatre, 327 Cumberland St.
DeKalb, 1151 DeKalb Ave.
Eden, 201 Atlantic Ave.
Electric, 1160 Broadway
Etude, 5406 3d Ave.
Evergreen, 926 Seneca Ave.
Farragut, Flatbush Ave.
Gem, 637 Broadway
Garden, 4601 New Utrecht Ave.
Garden, 740 Manhattan Ave.
Grand, 3d Ave.
Grand, 741 Grand Ave.
Green St. Arcade, 152 Green St.
Greenpoint Star, 257 Briggs Ave.
Halsey, 928 Halsey St.
Happy Hour, 234 Columbia St.
Henderson, Coney Island
Hendrix, 2245 Pitkin Ave.
Hollywood, 7725 New Utrecht Ave.
Hooper, 370 So. 4th St.
Highway, Coney Island
Imperial, 869 Halsey St.
Irving, Irving Ave.
Keith's Borough Park, 51st and N. Utrecht Ave.
Keith's Greenpoint, 825 Manhattan Ave.
Keith's Madison, Madison St.
Keith's Monroe, B'way and Monroe St.
Keith's Prospect, 9th St. and 5th Ave.
Keith's Riviera, St. John's Place
Keeney's Theatre, 30 Livingston St.
Kingsway, Coney Isl. Ave. & King's Hwy
Linden, 175 Flatbush Ave.
Livonia, Sackman St.
Lincoln, 1519 Bedford Ave.
Loew's Alpine, Bay Ridge and 5th Aves.
Loew's Bijou, 26 Smith St.
Loew's Fulton, 1283 Fulton St.
Loew's Brevoort, Bedford Ave. & Brevoort Place
Loew's Broadway, 837 Broadway
Loew's Gates, Gates Ave. & Broadway
Loew's Palace, E. N. Y. Ave. & Douglass St.
Loew's Warwick, 132 Jerome St.
Luna, Columbia St.
Manhattan, 1059 Manhattan Ave.
Mapleton, 65th St. and 18th Ave.
Meeker, 186 Meeker Ave.
Metropolitan, 168 Manhattan Ave.
Midwood, 1307 Avenue J
Montauk, Bath Beach
Montauk, 2540 Pitkin Ave.
Myrtle, 1374 Myrtle Ave.
New Kingston, 1066 St. John's Pl.
Nassau, 90 Nassau Ave.
New Classic, 958 Marcy Ave.
Navy, 211 Sands St.
New Atlantic, 205 Flatbush Ave.
New Paradise, Ralph Ave.
New Singer, 375 Stone Ave.
Nostrand, 276 Nostrand Ave.
Nostrand, 657 Nostrand Ave.
Oxford, 862 State St.
Palace, 5602 6th Ave.
Park, 529 Park Ave.
Parkview, Prospect Park West
Parkville, Gravesend Ave.
Pioneer, 83 Pioneer St.
Plaza, Grand St.
Regent, 1215 Fulton St.
Royal, 13th Ave.
Royal, 15 Willoughby St.
Rialto, Flatbush Ave.

Rivoli Theatre "The Mistress of the World"

Borough of Queens

Theatre Address
Roebling, 25th St.
Scenic, 500 Atlantic Ave.
Select, 1671 Pitkin Ave.
Sheffield, 30 Sheffield Ave.
Sommer, Sheepshead Bay
Stadium, Pitkin Ave.
Stanley Playhouse, Bath Beach
Strand, Fulton St.
Strand, 799 Washington St.
Supreme, 530 Livonia Ave.
Summer, 276 Summer Ave.
Throop, 1507 Fulton St.
Tompkins, Gates and Tompkins Aves.
T. N. F., 592 E. 16th St.
Utica, 1410 St. John's Place
Vermont, 2120 Pitkin Ave.
Victory, 7412 13th Ave.
Washington, 344 5th Ave.
Whitehouse, 2 Whipple St.
Whitney, 829 Fresh Pond Rd.
Williamsburgh, 279 Broadway
Willoughby, 260 Knickerbocker Ave.
Wyckoff, 247 Wyckoff Ave.

Borough of Queens

Astoria, Astoria, L. I.
Arcade, Astoria, L. I.
Franklin, Astoria, L. I.
Bayside, Bayside, L. I.
Hyperion, Corona, L. I.
Palace, Corona, L. I.
Colonial, Elmhurst, L. I.
Flushing, Flushing, L. I.
Comedy, Jamaica, L. I.
Merrick, Jamaica, L. I.
Rialto, Jamaica, L. I.
Vernon and Idle Hour, Long Island City, L. I.
Rialto, Whitestone, L. I.

Long Island

Star, Amityville, L. I.
Babylon, Babylon, L. I.
Baldwin, Baldwin, L. I.
Bellmore, Bellmore, L. I.
Playhouse, Cedarhurst, L. I.
Unqua, Farmingdale, L. I.
Fulton, Hempstead, L. I.
Yard, Hicksville, L. I.
Arcade, Lynbrook, L. I.
Arion, Middle Valley, L. I.
Century, Mineola, L. I.
Unique, Patchogue, L. I.
Nassau, Port Washington, L. I.
Capitol, Riverhead, L. I.
New, Rockaway Beach, L. I.
R. V. C., Rockville Center, L. I.
Elite, Sag Harbor, L. I.
Novelty, Sayville, L. I.
Park, So. Ozone Park, L. I.
Fireman's Hall, Westbury, L. I.
Mechanic's Hall, West Hampton, L. I.

New Jersey

Columbia, Guttenberg, N. J.
Eureka, Hoboken, N. J.
Bishop, Hoboken, N. J.
Loew's Lyric, Hoboken, N. J.
U. S. Hoboken, N. J.
Ideal, Hoboken, N. J.
Apollo, Jersey City, N. J.
Academy, Jersey City, N. J.
Casino, Jersey City, N. J.
Duncan, Jersey City, N. J.
Monticello, Jersey City, N. J.
National, Jersey City, N. J.
Orient, Jersey City, N. J.
Orpheum, Jersey City, N. J.
Plaza, Jersey City, N. J.
Tivoli, Jersey City, N. J.
Lincoln, Union Hill, N. J.
Fulton, Union Hill, N. J.
City, W. Hoboken, N. J.
Colonial, W. Hoboken, N. J.
Strand, W. Hoboken, N. J.
Summit, W. Hoboken, N. J.

New York State

Strand, Brewster, N. Y.
Picture House, Bronxville, N. Y.
Playhouse, Callicoon, N. Y.
Hastings, Hastings, N. Y.
Majestic, Haverstraw, N. Y.
City, Highland Falls, N. Y.
Opera House, Kingston, N. Y.
Opera House, Livingston Manor
Auditorium, Mamaroneck, N. Y.
Opera House, Monroe, N. Y.
Rialto, Monticello, N. Y.
Broadway, Nyack, N. Y.
Oneonta, Oneonta, N. Y.
I. O. O. F., Pearl River, N. Y.
Loew's Colonial, Peekskill, N. Y.
New, Port Jervis, N. Y.
Playhouse, Rye, N. Y.
Amity, Spring Valley, N. Y.
Music Hall, Tarrytown, N. Y.

Paramount Pictures

